

IMAGINE YOU: A PROFESSIONAL COACH

An industry view to
a rewarding and
profitable career

Fast Facts:

1. Coaching is a \$1.5B industry and expanding
2. ICF Credentialed Coaches earn 26% MORE than non-credentialed coaches
3. Coaches enjoy freedom, flexibility and make a difference in the world.

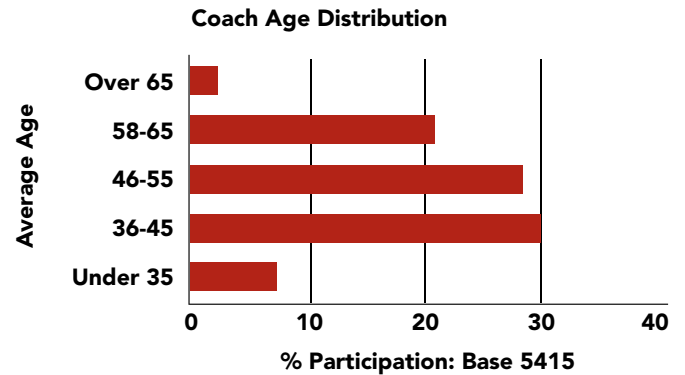
EMERGING TRENDS FOR PROFESSIONAL COACHING

The 2007 ICF Global Survey results are a foundation for understanding our current marketplace and emerging opportunities. At just ten years, professional coaching as an industry is itself emergent. One in eight coaches from the estimated 30,000 coaches globally are active in this profession for less than 1 year.

Despite the early stage of the profession the overall market size for coaching is estimated to be \$1.5 billion in revenues. North America generates 61.3% of the market with Europe contributing 27.2%. The data reveals that the average annual income for a coach is \$50,510. As with most things, averages are deceiving and it is useful to dig into the numbers more specifically.

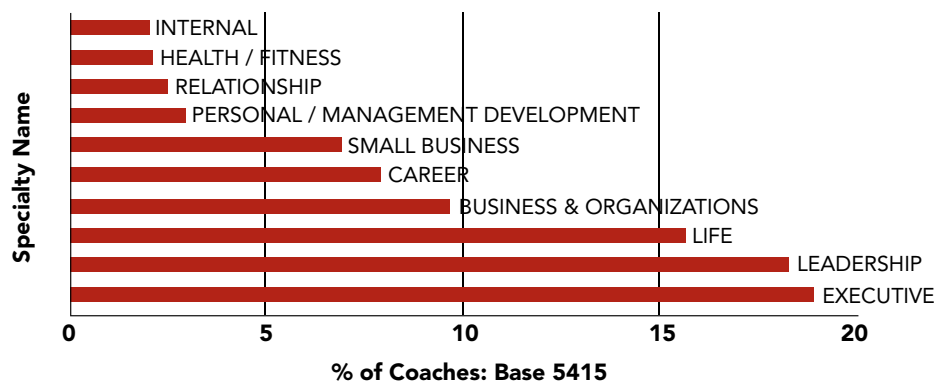
Full time coaches average \$82,671 and part time coaches average \$26,150. And, it is important to note that revenue improves substantially with experience; coaches with 1-2 years of experience average \$25,646 and coaches with experience from 5-10 years average \$60,265.

Coaching demographics suggest a predominately female profession, well educated and over 35 years of age. However, it is clear that expansion outside North America, in particular in Europe and Asia, is quickly accelerating the ratio of men entering the profession.



- Globally 68.7% of coaches are women, 75% in North America.
- Globally 39.2% of all coaches coach full time and 89% of coaches offer additional services:
 - Consulting 60.8%
 - Training 57.3%
 - Mentoring 30.3%
- Coaches are highly educated with 53.9% holding a Master's or PhD degree and an additional 35.2% holding a Bachelor's degree. In addition, 64.5% of coaches received coach training from an ICF Accredited Coach Training Program ("ACTP") school.
- 15% or 1 in 7 coaches in North America generate annual revenue above \$100,000.
- Credentialed coaches generate 27.1% of total global revenues: an average of \$65,318 in annual revenue versus \$46,399 for non-credentialed coaches.

Coaching Specialties



Other valuable perspectives on the revenue picture are captured in these results:

- ICF credentialed coaches are more likely to:
 - Coach full time
 - Work with a greater number of clients
 - Focus upon business, executive and leadership
- Hourly fee averages vary a great deal between part time and full time coaches, however they do not vary a great deal based upon the number of clients coached
 - Full Time Coach Fees:
 - 0 to 5 clients \$202/hr ~ >15 clients \$279/hr
 - Part Time Coach Fees:
 - 0 to 5 clients \$144/hr ~ >15 clients \$202/hr
- The mean number of clients a coach works with at any given point in time is 11 with ICF credentialed coaches working with an average of 14 clients
 - Coaches working with 15 or more clients are most likely to be coaching coaches (38.8%), executives (23.1) or leaders (22.7%)

Why Clients Hire Coaches: Top 10 Reported by Clients in 2008

1. Self-esteem/self-confidence
2. Work/life balance
3. Career opportunities
4. Business management
5. Relationships
6. Work performance
7. Interpersonal skills
8. Communications skills
9. Wellness
10. Team effectiveness

What coaching is and is not

Coaching is...

Coaching is especially effective for people who are internally motivated, personally accountable, and willing to change.

Coaching is a skill set to add to the supervisory, managerial and leadership toolbox to improve effectiveness.

Coaching can assist a trained employee to integrate learning and enhance performance.

Coaching is not...

Coaching is not a substitute for good supervisory practices or for training in a work setting.

Coaching is not recommended as a process for remedial action because remedial action is not focused on what a client chooses and it assumes that something about the client needs fixing.

Definition of Coaching from the International Coach Federation (ICF)

- **Coaching:** Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.
- **A professional coaching relationship:** A professional coaching relationship exists when coaching includes a business agreement or contract that defines the responsibilities of each party.
- **An ICF Professional Coach:** An ICF Professional Coach also agrees to practice the ICF Professional Core Competencies and pledges accountability to the ICF Code of Ethics.

Definition of Transformative Coaching from inviteCHANGE

Transformative coaches provide a co-created environment of safety, respect and absolute belief in another's inherent wisdom, resourcefulness and wholeness.

Within this co-created partnership:

- Bold curiosity and powerful questions uncover limiting beliefs, and
- Shine the light on an unlimited field of possibilities, that
- Generates conscious choice and lasting change

Bless those who challenge us to grow, to stretch, to move beyond the knowable, to come back home to our elemental and essential nature. Bless those who challenge us for they remind us of doors we have closed and doors we have yet to open.

— Navajo saying

Comparative Perspective

The methods and processes of coaching have wide applicability for both personal change and professional growth. Many individuals start a coaching career based upon an education background or professional experience as a mentor, psychologist, trainer, counselor, and/or business consultant. We offer a side-by-side comparison of how these compare to coaching. Adding coaching competencies to a related foundation of education or experience can open more opportunities for your business or career.

Coaching

- Focuses on the client's growth and forward movement in the present and future
- Helps people achieve personal and professional goals
- Facilitates learning, growth, and transformation
- Asks "what?" to activate imagination and avoids asking "why?"

Psychological Counseling

- Initial focus is often on underlying issues from the past
- Diagnoses symptoms, illness, disease
- Helps people understand the source of their behavior
- Facilitates healing
- Looks for root cause of behavior (e.g., family of origin history)

Coaching

- Client is held as the expert who has the answers
- Client is responsible for his/her own learning and results
- Emphasis is on balance between process and results

Consulting

- Consultant is the expert who provides the answers and direction
- Consultant is often perceived as responsible for results
- Emphasis is on results

Mentoring

- Mentor is the expert who provides the wisdom and guidance
- Mentor may include advising, counseling, and coaching

Professional coaching is a full or part time career, out right. As an out right career you are an entrepreneur, a business owner with the thrill of growing a business over time. Coach certification that facilitates you in achieving an ICF Credential also affords you a competency to integrate into any career that involves people.

In a coaching career, you enjoy:

- Fulfillment and satisfaction from making a positive impact in peoples' lives
- Being your own boss
- Working from anywhere
- Freedom and control over your work schedule
- Working with clients all over the world
- Working with individuals or groups
- Flexible work load: full or part time to match your needs
- Great income potential
- Being your unique self all the time
- A vibrant community of peers
- Life long learning and growth
- Intrinsic rewards for making a difference in the world
- Experience presence to more of what the world offers
- Express your essence and unleash your creative spirit
- Increased well-being
- Expanded horizon of possibilities
- Enjoy life more!

Benefits for coaching clients:

- Increase self-confidence and self-esteem
- Greater clarity and focus
- Enhance effectiveness and productivity
- Go beyond previous limitations
- Move to a greater sense of balance and wholeness
- Build supportive structures and relationships
- Achieve breakthrough results
- Take effective action
- Increase ability to trust and risk
- Enhance satisfaction and fulfillment
- Remove obstacles
- Increase energy, ease and flow
- Unleash passion
- Tap inner wisdom
- Make changes and transitions more easily
- Launch new projects
- Develop more effective personal habits
- Increase well-being
- Discover what's next
- Enjoy life more!